

Meeting Date: 10/14/08

AGENDA REPORT

City of Santa Clara, California

Agenda Item : 7A-9



2001



Date: October 8, 2008
To: City Manager for Council Action
From: Senior Staff Aide
Subject: 2009 Mission City SCENES & Utility Bill Inserts/Proposed Topics Schedule

EXECUTIVE SUMMARY:

The 2009 proposed schedule of major topics for Mission City SCENES is attached. Subjects are added or deleted as necessary during the year when particular items of interest develop, in response to specific requests, or as space allows. Due to printing and distribution needs, the SCENES has an approximate three-month lead time. Primary content is information about municipal government programs and services. Information on community groups, which the City participates with in an official manner, will also be included as space permits. Also attached is a draft schedule for additional utility bill inserts planned for 2009. The consolidated residential bill (one page), allows the inclusion of at least one additional bill insert without increasing postage costs.

ADVANTAGES/DISADVANTAGES:

The Mission City SCENES provides timely and important information to citizens, including details about City events and programs. There are no disadvantages, other than the time it takes to assemble the publication, and the costs for printing them.

ECONOMIC/FISCAL IMPACT:

Cost of printing the Mission City SCENES for one year is \$30,000 or roughly 6 cents for each insert printed. There is no additional postage cost for including the SCENES with utility bills. With the one-page utility bill, there is sometimes sufficient postage to handle a second, additional insert without incurring increased postage costs.

RECOMMENDATION:

That the Council approve the proposed topics schedule for the 2009 Mission City SCENES and Utility Bill Inserts.

Handwritten signature of Jashma Kadam.

Jashma Kadam
Senior Staff Aide

APPROVED:

Handwritten signature of Jennifer Sparacino.
Jennifer Sparacino
City Manager

Documents Related to this Report:

1) MCS Schedule

S:/City Manager/Mission City SCENES/2009 Schedule.doc

2008 Mission City SCENES Utility Insert General Topics Schedule

JANUARY	Volunteer to Serve Your Community Watch for <i>Inside Santa Clara</i> , your City newspaper Camellia Show Vehicle Abatement Program Making a Green City Greener
FEBRUARY	Department Updates Showtime 2009 Telephone Book Recycling & Other Recycling News H.E.A.T. Program Amplified Sound Permits
MARCH	Santa Clara Arts & Historical Consortium Cultural Fest, Triton Museum Family Day & Kiwanis/Lions Fish Derby Spring Recreation Classes Arbor Day/Earth Day Household Hazardous Drop-Off Day Easter Egg Hunt
APRIL	May is Water Awareness Month Friends of the Library Book Sale Annual Budget Study Session(s) and Public Hearing(s) Code Enforcement Soroptimist Casino Night International Swim Meet
MAY	Department Updates Spring Cultural Concert/Summer Concerts in the Park Summer Programs in Parks & Recreation Citywide Garage Sale Registration Begins
JUNE	All-City Picnic Concerts in the Park Continue P.A.L. Update Santa Clara Golf & Tennis Club News Visit the City's Websites Street Dance Sculpture Show
JULY	Department Updates Dog Gone! (A Note from City Meter Readers) Graffiti Watch Sister City News National Night Out Citywide Garage Sale
AUGUST	Art & Wine Festival Municipal Cable Channel 15 Neighborhood Watch Household Hazardous Waste Drop-Off Day Free Disposal Day at Mission Trail Waste Transfer Station

SEPTEMBER	<p>Children's Halloween Party</p> <p>Code Enforcement in Your Neighborhood</p> <p>Your Municipal Utility is Public Powerful</p> <p>Fire Prevention/Home & Business Safety</p> <p>Disaster Preparedness</p> <p>Falling Leaves Clog Storm Drains</p>
OCTOBER	<p>Department Updates</p> <p>Library News</p> <p>9-1-1... Santa Clara's Emergency Dispatch Center</p> <p>Mission City Community Fund Auction/Dinner</p> <p>City Store</p>
NOVEMBER	<p>Annual Report/City Calendar</p> <p>Holiday Events</p> <ul style="list-style-type: none"> • Holiday Tree Lighting • Historic Home Tour • Santa Clara Chorale • Santa Clara Ballet presents Nutcracker <p>Extra Refuse Set-Outs for Residents</p> <p>Library Closed Notice</p>
DECEMBER	<p>Thank You Santa Clarans!</p> <p>Holiday Tree Collection</p> <p>Miss Santa Clara Pageant</p> <p>Free Disposal Day</p>

2009 Additional Utility Bill Inserts

Upcoming months traditionally reserved for additional utility inserts (and the department responsible) are as follows. Please note that inserts depend on their proposed printed weight; if weight would cause the utility bill to exceed 1 oz., increased postage costs of approx. \$10,000 would occur. In this case, departments would submit their information for the quarterly *Inside Santa Clara* or would use other promotional methods.

JANUARY	Give A Little....Help A Lot (CMO)
FEBRUARY	Annual Clean Up Campaign (Street)
MARCH	H.E.A.T. Program
APRIL	Electric
MAY	Farmers' Market (Street)
JUNE	Electric
JULY	Give A Little...Help A Lot (City Manager's Office)
AUGUST	Electric
SEPTEMBER	Survey (City Manager's Office)
OCTOBER	Code Enforcement in Your Community
NOVEMBER	SVP Green Rate
DECEMBER	2010 Refuse Collection Schedule (Street)